

Mingyu (Iris) Dai

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EDUCATION

2022 - 2023

London Business School, London

Reading for Masters in Analytics and Management

Relevant course work: Applied Statistics with R, Machine Learning for Big Data, Business Strategy Analytics

2018 - 2022

Beijing Normal University, Beijing

Bachelors Degree in Economics, GPA 93/100, Distinguished Graduate Award

Relevant course work: Intermediate Macroeconomics (100/100), Econometrics (94/100), Python Programming and Data Analysis (98/100)

BUSINESS EXPERIENCE

2022 - 2022

XIAOHONGSHU, Beijing

Xiaohongshu is a lifestyle platform where people discover and connect with diverse lifestyles.

Strategic Product Manager Intern (5 months)

- Led early-stage development of auditing for Chatroom. Analyzed linkage among auditing actions with business side, drew prototype of auditing interface, wrote product requirement document (PRD).
- Designed a plan for controlling daily sending of comments hitting models/strategies to audit queues. Finished PRD taking development cost and flexibility for usage into account.
- Assessed double audit data, summarized reasons for disagreement on types of notes violating security standards. Composed document on problems of the Platform Auditing Security Standards.
- Analyzed data on creation, auditing results, etc, using Excel and Hive SQL, supporting strategy designing, updating, or abandoning.
- Communicated with technical, data, and other business teams on progress of product requirements regularly, keeping schedule on track.

2021 - 2021

TENCENT, Beijing

Tencent is a world-leading internet and technology company; the CSIG group focuses on cloud and industry Internet strategy.

CSIG, Product Operations Intern (5 months)

- Predicted clients' purchases using Prophet. Segmented clients using KMeans based on prediction to detect clients with unexpected drops. Recommended 10 clients with potential expending growth.
- Re-designed data analysis platform for department using Axure and Pyecharts, based on demand information refined from queries by colleagues, saving time spent on analytics for a team above 20.
- Formed a team of over 10 across departments. Evaluated performance of database product overseas based on data and regular talks in department. Published final report on internal sharing platform.

2021 - 2021

BYTEDANCE, Beijing

An international IT company with a wide range of products, including Douyin and TikTok.

Data Operations Intern (3 months)

- Automated repetitious data cleaning work using Python and VBA, saving over 50% of time spent on manual data processing work.
- Studied 15,000 records of Long-time live streaming on Douyin. Built Indicators (comment/viewer, viewer/hour) and examined data by topics. Advice for length and content choices was adopted by team.
- Wrote an handover manual of data operations work for team, including improved working process, purposes of regular work, and relationship with other roles.

2020 - 2020

NIELSEN, Beijing

Nielsen is a global leader in audience measurement, data and analytics.

Media Vertical, Market Investigator Intern (2 months)

- Composed 4 campaign performance reports (brand KPIs, celebrity linkage, etc.) for clients from photography equipment, medical aesthetic, food/beverage, and automobile industries.
- Studied Mini-Program suite of companies and (dis)advantages of major digital services providers, as a member of a large project within department. Finished final report for a Chinese dairy tycoon client.

ADDITIONAL INFORMATION

Volunteer

Volunteer Teacher at DuHe Primary School (Gansu, China, July 2019).

Took charge of a first-year class of 36 students, organized class meetings. Communicated with parents and headmasters to learn more about students.

Taught "Introductory to Economics" for 4 classes from different grades. Designed courses using clay, cognitive cards, and banknotes to explain theories.

Technical Languages Interests

Hive SQL, Python (pandas, numpy, matplotlib, selenium, pyecharts), Tableau, R.
fluent English; native Chinese.

Running (four years, 5-6km, 2-3 times/week), Gym.